Design

- Compact dimensions at 94.7x49.6x16.8mm
- Slim 16.8mm depth allows for easy grip or portability
- Distinct center stripe, which holds the camera and unique LCD display, gives the phone a look of speed and sleek styling
- Slightly tapered form makes the phone a delight to hold, and easy to slip into pockets

Users will benefit from the handset's slim and compact design, which offers easy portability and sleek style that fits all fashion. The phone's stylish details appeal to the user's high design standards.

Target Users

- Early 20s to mid-30s
- Both male and female
- Students, young professionals, and freelancers
- Trend-aware
- Very design/color-conscious
- Middle price sensitivity

Samsung Mobile Phone
SGH-Z240

Specifications

- Quad-band (900/ 1800/ 1900/2100 MHz)
- UMTS
- 65K Color TFT Main Screen (176x220 pixels, 2.1")
- B/W Sub Screen with customizable backlighting (128x32 pixels, 1.26")
- 1.3 Megapixel Camera + VGA
- Video Recording (H.263 + AMR NB/ MPEG 4)
- Music Player (MP3/ AAC/ AAC+/ e-AAC+)
- 64 polyphonic Ringtones
- Voice memo (up to 1 hr)/ Voice Mail/ MMS/ EMS
- Yahoo Search / Offline Mode / Black UI
- Handsfree Dual Speaker
- Bluetooth 1.2/ USB 1.1
- WAP 2.0
- User Memory: minimum 50MB
- External Memory: microSD
- 94.7x49.6x16.8mm/ 96g
- Battery Time (880mAh)
  - Talk time: up to 5 hrs
  - Standby time: up to 400 hrs

Mobile Enhancements

- Standard Package
  Standard Battery
  Travel Adapter
  Stereo Headset
  PC Date Link Kit

- Optional Package
  Bluetooth Headset Kit
  (WEP200 / WEP180 / WEP410)
  Car adopter
  Bluetooth Handsfree Car Kit
  Car Cradle
  Bluetooth Speaker (DSP100)

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SAMSUNG MOBILE PHONE

SGH-Z240

Mobile Chameleon with Multi-media Functionality

Samsung's SGH-Z240 combines a bevy of features with fashionable colors that can metamorphose into an alternate color with changeable covers, proving how fashionable designs can enhance performance.

Actual Size

SGH-Z240

Overview

- UMTS/GPRS Class 10 network capability
- Compact size measuring 94.7x49.6x16.8mm
- Dual folder features external and internal displays
- Built-in 1.3M camera with 4x digital zoom and VGA camera
- Video recorder capture vivid videos
- Listen to your favorite music on the multi-format Music Player
- Offline Mode enables usage without accessing a phone connection – perfect when flying or when needing to save battery life
- microSD expandable memory for unlimited storage of your files
- Bluetooth and USB allows connectivity to peripheral devices
- Complete PIM features to keep your life organized
- Realistic sound quality with 64 Polyphonic ringtones

Color

- Mobile features changeable covers to change the look of your phone
- Choose from an array of fashionable colors from a bold vibrant palette
- The phone comes with 2 contrasting colors: one to suit your daytime look and the other to match you nighttime persona

Users will have a lot of colors to choose from, suiting their own changing styles and personalities. Having its own double life, the phone can appear in one color by day, and in another by night, enabling the user to reflect their changing moods in their mobile phones. It's with changeable front cover, but still amazingly slim!

3G Technology

Experience the multimedia excitement of 3G with the super-slim SGH-Z240. Perfect for streaming audio and video or seamless video telephony, Samsung adds 2.1GHz UMTS support to Tri-band GSM/GPRS for seamless communication across networks while providing high-speed anywhere, anytime access to 3G services. Keep friends & family close, and business contacts handy as the lucid details come through with almost-there video connections and stereo sound. Take the power of UMTS on the move as you conduct video calls and share whatever, whenever with the SGH-Z240.

Display

- 2.1" main TFT display features 65K color and 176x220 pixels
- Large screen shows up to 12 lines of text and text/photo Caller ID
- Exterior sub-screen is a uniquely-shaped 1.26" B&W FSTN display with 128x32 pixels
- Sub-screen has a multi-color backlight that illuminates to match the color of the mobile and your mood

Users will enjoy watching the phone's multimedia contents showcased on the large internal TFT display. Additionally, the unique exterior sub-screen offers a cool design element to the phone, especially with the multi-color backlight. Users can use it to match the different colors of their mobile for a dramatic look, maximizing their customizing needs.

Camera

- Embedded 1.3 Megapixel camera lets you take spur-of-the-moment snapshots wherever you go
- 4x Digital Zoom allows you to get up close and detailed results
- VGA camera allows you to fully enjoy 3G service through video telephony, etc.
- Take picture-perfect photos with timer shot, multi shot, mosaic shot, and various other effects and modes

Users will no longer need to tote around a separate digital camera due to the embedded 1.3 Megapixel camera. Able to shoot fun, spontaneous snapshots as well as great self-portraits, this camera offers the user great convenience. Various picture taking modes such as normal, self, timer, multi, night, etc. will make users to capture the best moment on the go as well as furnishing their best shots with fun photo effect function.

Video Camera

- Capture life around you by shooting personal movies with simultaneous voice in H.263 and MPEG4 video format
- Astound yourself and your friends with the high quality of your videos (176x144 QCIF pixel resolution) taken from your phone
- Easy playback on large interior TFT display

Users will enjoy the ease with which they can spontaneously shoot video footage whenever and wherever they want. They will enjoy easy playback of their videos on the large TFT display and record the video as long as you want up to the full memory of extendable memory.

Music Player

- Embedded music player plays MP3, AAC, AAC+ and e-AAC+ audio formats
- Download files quickly and easily from the internet using WAP 2.0
- Transfer music files from your computer or other device quickly via USB
- Enjoy the music with your most comfortable pose, by using Bluetooth Technology.

Users will enjoy not having to carry a separate MP3 player. Equipped with a digital music player, this mobile is not just a functional phone; it is an entertainment center as well. Quick file downloading over the air as well as from the desktop through the USB will enable users to organize their favorite music playlists on the phone by utilizing the full memory capacity extendable with the external microSD slot. Bluetooth Technology accelerates the wireless mobile experience, freeing users from wires when transferring or listening to the music files.

Data Management

- 50MB (at least) internal memory with microSD external and expandable memory
- Enough room to store all your music, image, and video files for anytime and anywhere access to your multimedia library
- uMenu allows users to customize a shortcut menu for frequently-used functions
- Sophisticated Black Graphic User Interface offers a new, stylish and intuitive way to navigate through the mobiles features
- Offline Mode allows users access the phone's features without accessing a phone signal – perfect for use on airplanes or when you don't want to be disturbed

Users will benefit from unlimited storage capacity through microSD, which also enables easy back and forth data transferring between mobile and the computer or other devices. Thanks to convenient user interface features, managing data files has never been easier.

Connectivity

- USB 1.1 facilitates fast and easy data transfers
- Bluetooth 1.2 provides wireless connections to peripherals including headset
- WAP 2.0 connects the mobile to useful internet content adding to the 2 embedded JAVA games.
- Conveniently surf the internet using the familiar Yahoo! Search engine
- Yahoo! Search engine solves your needs to be accessible to the latest information all the time, even when you are on the go.
- Full SMS, EMS, and MMS capabilities enriching your communication with your friends.

The mobile offers an enhanced multimedia experience with convenient connections and familiar applications. Users will enjoy great facility when accessing Internet content or conducting file transfers with the phone's wide variety of connectivity options as USB, Bluetooth and JAVA. Sharing their emotions through EMS and MMS, the technology will expand the span of expression more by enabling sending and receiving messages containing image, audio, text and video files. The connectivity becomes truly convenient when it comes down to Yahoo! Search function, which keeps you updated in this rapidly changing world.

PIM

- Stay on top of your appointments and day-to-day tasks with PIM features such as Calendar, Scheduler, and To Do List,
- Alarm clock is available with snooze and auto switch on capabilities
- Further convenient functions include Currency Converter, Calculator, Stopwatch, Countdown Timer, and Memo Book
- Synchronize your schedule and contact lists using vCard and vCalendar
- Group and organize all your acquaintances in the 1000-entry Phone Book

Users can organize their schedules, phonebook, notes, etc. all in one convenient place. Users can make calls quickly and effortlessly, as all their phone numbers are filed on the mobile. A mini office assistant, these PIM features enable the customer to stay productive on the go.